



Profile

APRIL, 1979



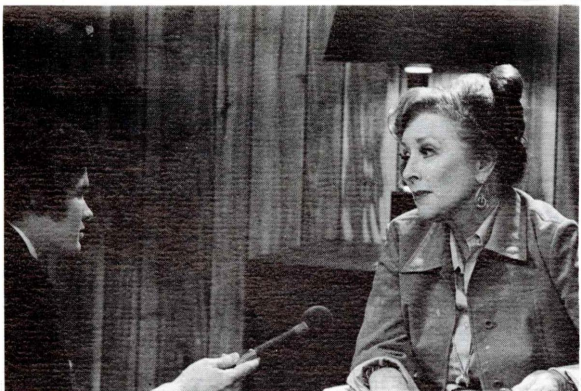
Gunsmoke's "Miss Kitty" Shoots for ACS



Actress **Amanda Blake**, better known as "Miss Kitty" from the long-running TV series "Gunsmoke," was in town recently as the featured speaker for the American Cancer Society's annual fashion show. She co-chairs the National Cancer Crusade this year and after the fashion show filmed two public service announcements for the society. One will be used in the local cancer chapter's general fund-raising effort and the other to announce the local Christmas card sale which made the battle against cancer \$14,000 closer last year.

time crusading for others and considers herself just a "volunteer" like many others involved with the cancer society.

While filming the TV commercial, WJKS Channel 17 took the opportunity to interview her for a nightly newscast. She spoke freely about her cancer and how it had affected her life, stating that learning to talk again was not difficult — accepting the cancer and regaining the sense of humor that fear had taken away was the challenge. (See page 4 for cancer information.)



Amanda Blake spoke openly about her cancer during a TV interview with Bill Retherford of WJKS, Channel 17.

Miss Blake, herself a victim of cancer of the mouth, underwent reconstructive surgery and although she had to learn to talk again, her voice retains that husky but gentle tone. She now spends her

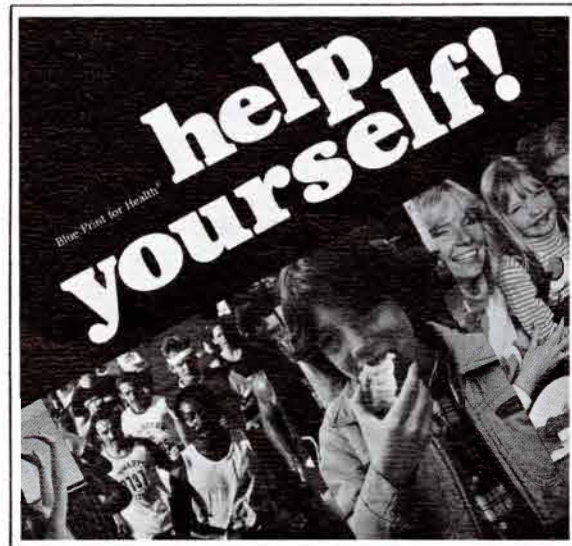
Plans Support Cancer Crusade

Blue Cross and Blue Shield of Florida, as part of their continuing effort to support such worthwhile health causes as the fight against cancer, are hosting the local Village Art Group's 14th annual sale in our Riverside lobby next month. The Village Art Group, comprised of 50 local artists from all walks of life, will be selling their original artwork and donating 50% of the profits to the cancer society. **The display will be in our lobby May 7-11 for viewing by employees after work until 5:30 p.m. daily.** A reception will be held (by invitation only) in the lobby on Sunday, May 6. Through local publicity, the public will be invited to attend from 9:30 a.m. to 5:30 p.m. throughout the week.

The artists, like other volunteers, donate their talents every year to help raise funds so the ACS can "wipe out cancer in our lifetime."



The photograph above shows some of the Blue Cross and Blue Shield employees who donated the evening of March 7 to help public television Channel 7's membership drive. Thanks to their worthwhile efforts, the volunteers answered calls for pledges totaling \$4,465 and signed 115 new members to support public television. The participants were: Howard Solomon, Gale Franz, Marian Clark, Peggy Kent, Lynda Inglehart, Diane Joffre, Betty Bold, Rudy Norton, Rosemary Edwards, Pamela Gains, Lucille White, Helen Pettaway, and Sharon Gardner.



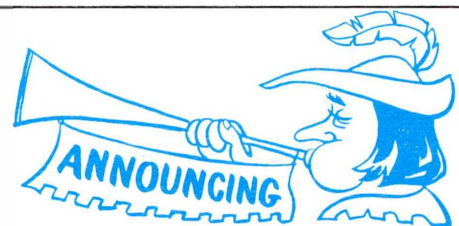
"Help Yourself!" To A Healthier Lifestyle

Do our eating habits cause cancer and coronary disease? Preventive maintenance, the key to good health, is the subject of a new 92-page, four color, health education book, "Help Yourself!" offered free of charge by Blue Cross and Blue Shield of Florida.

One way to hold down health care costs is to take care of yourself. Since much, if not most of modern disease is preventable, the source of good health is ourselves, according to health care experts. "Help Yourself!" shares the latest information on good diet, exercise, effects of stress and how to handle it, and describes some of the new directions in self-help toward better health.

How much we exercise, whether we eat regular meals including breakfast, get enough sleep and follow a few common-sense health guidelines can add or subtract as much as 30 years from our life expectancy. According to one expert in maternal and child health, "Care in preparation for childbirth begins at the birth of the prospective parents. Their health influences their children's."

Analyzing risk factors in our lifestyle, how to promote proper diet and exercise in children, treating the whole person and organizing community efforts in physical fitness are explored in the series of 10 articles. The first article PROFILE will explore is "How Much Exercise Do You Need?" It appears on page 3. Copies of "Help Yourself!" may be obtained free from the Communications Department, 10-South.



GREAT NEWS!

THE EMPLOYEES' CREDIT UNION
BOARD OF DIRECTORS

has declared a

6 1/4 %

dividend for the 1st quarter 1979
on **both** regular share accounts
and Christmas Club Accounts.*

*Those of you with Christmas Club accounts elsewhere might want to consider moving your account to your Credit Union where you, too, can earn interest at this **great** rate.

April 27, 1979

35 Years

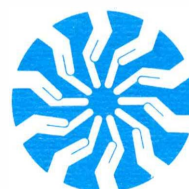
Blue Cross of Florida, Inc.



1979

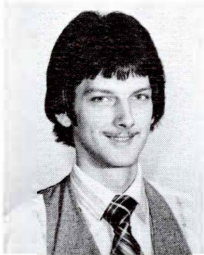
Commemorating **50** Years
of working for a
healthier America

Blue Cross Association
Blue Shield Association
Chicago, Illinois



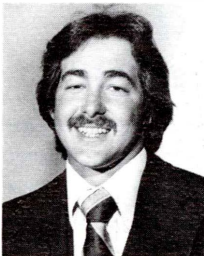
personalities

Hardeman And Odom Promoted In Technical Support



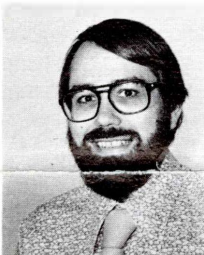
Lou Mickler, Manager of Technical Support, has announced the promotions of **Don Hardeman** to Software Technician and **Jim Odom** to Teleprocessing Specialist Associate.

Don has been with the Plans since September, 1976 when he was hired as a Computer Operator. He joined the Technical Support area in January, 1978 as a Programmer/Analyst I and was promoted to Technical Programmer last May. Don was born and educated in the Daytona Beach area where he was graduated from Seabreeze Senior High School. He attended Daytona Beach College for a year. His hobbies include motorcycling, tennis, and reading.



Jim was hired in April, 1977 as a Programmer/Analyst in Technical Support. He was a Technical Programmer prior to his promotion. He's a native of Vero Beach where he was graduated from high school. He holds a BS degree in Business Data Processing and also in Management from Jones College. He's been married to Lynn since last November 25 and enjoys playing softball with Blue Cross Team #2 and golfing.

Richard Dusenbury Passes CPA Exam



Richard Dusenbury has added another "title" to his long list of accomplishments by recently passing all four parts of the Certified Professional Accountant (CPA) exam.

Richard has worked here since June, 1975 and is the Manager of the Finance Training and Development Department. He's a native of Gainesville, Florida where he attended Gainesville High School. He continued his education at the University of Florida and the University of Wisconsin, earning a BA, MA, and Ph.D., all in history.

He is the father of two daughters, Diane and Beth, and enjoys playing tennis in his spare time.

LIBRARY'S SECOND EXHIBIT— Decoupage by Carole Utley



The second display by an employee in our Corporate Library featured decoupages by **Carole Utley**, an eleven-year veteran with the Plans, who is Senior Editor, Employee Communications, and PROFILE editor. She has won several ribbons for her decoupage in our annual Arts and Crafts Show.

Carole began this hobby nine years ago making Christmas presents and has made over 500 plaques. Wood work is all done by hand and special order prints are selected from over 300 she keeps catalogued.

Corporate Library Administrator, **Betty Perez**, should be contacted by any employee who wishes to exhibit her or his art in the future. For security reasons, exhibits must be the type that hang on the wall such as paintings, photographs, etc.

Lynn Hedquist Earns MBA Degree



For a long time it seemed as if **Lynn Hedquist** would be making a career out of attending college. On March 20, after four years of very hard work and determination, Lynn received her MBA degree from the University of North Florida. She received her Bachelor of Science degree at Jacksonville University and was graduated from Englewood High School. Lynn utilized the company's tuition refund program and was reimbursed over \$1,000 for her educational expenses on her master's degree.

Hired in June, 1974 as a Methods Analyst in the Management Systems Department, Lynn transferred to the Production and Quality Control Department as an Analyst three months later. She held this position until November, 1976 when she was promoted into the Corporate Planning Program Development Department as an Alternate Delivery Systems Coordinator, her current position.

Between working, traveling, and going to college, it's a wonder Lynn finds time for her hobbies: horseback riding, painting, piano, swimming, and beach walking. Jacksonville is Lynn's home and she is a member of the Delta Delta Delta Sorority Alumnae.

Newshound Personality Of The Month — Lucretia Hall



This month's PROFILE newshound is **Lucretia Hall**. One of the newer Reporters, Lucretia has been on the staff for about nine months, but she is an active contributor of news for PROFILE. She keeps busy working as a Control and Edit Clerk in the Blue Shield Edit Department and writes a monthly newsletter for her fellow employees on 18-South. She usually writes the newsletter by herself, but last month she worked jointly with Employees' Club Secretary and Booster, **Linda Duncan**, so her co-workers could be better informed of the club's upcoming activities.

Lucretia was hired in 1973 in the Medicare B Edit Department and in 1977 transferred to Blue Shield Edit. Born in Jacksonville, she was graduated from Englewood Senior High School. She enjoys sewing, traveling (including a recent trip to the Bahamas), and plays volleyball and softball for the Employees' Club. When asked if she was married, her response was "still looking!"

Clarification Corner...

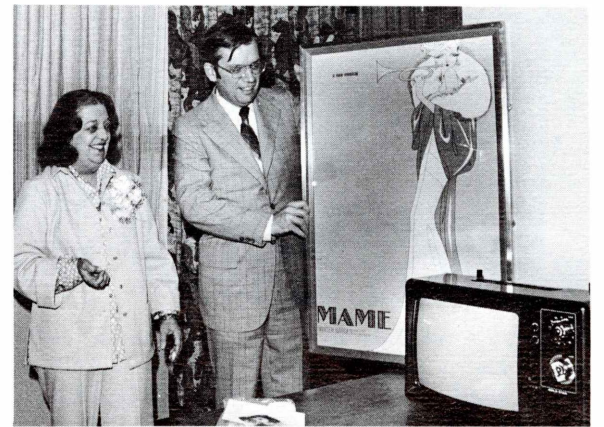
- Q. "Why is there such a high deductible? The \$200.00 per person, maximum \$400.00 per family per year seems a bit much. With a group our size, it seems that the available health care benefits should be made available at a reasonable cost with a reasonable deductible!"**
- A.** The purpose of health insurance is to protect individuals from major health care costs. A \$200 deductible for "out-of-pocket" expenses is considered reasonable since basic benefits are 100% covered. Due to inflation and rising health care costs, it does not take long to exceed \$200 in miscellaneous medical expenses. If the deductible were not \$200, the cost would have to be realized by higher rates. The company has recently assumed a rate increase bringing the total cost to \$51.03 for single coverage (employee pays \$3.50, company pays \$47.53) and \$121.24 for family coverage (employee pays \$32.79 and company pays \$88.45).

"I Can't Believe It's Really Happening"

The above quote expressed the feelings **Connie Coniaris** had on March 9, the day she retired from the Florida Plans after 23½ years.

"Blue Cross of Florida has been my second home for the past 23 years," she said, "and I appreciate the privilege of making many warm and true friends throughout the years."

Connie was honored at a retirement reception after work on Friday, surrounded by these many friends and co-workers. Her retirement check, a framed poster of Auntie Mame, and a portable color TV were her parting gifts from the company. She had admired the poster on one of our walls for several years and was pleasantly surprised when it was donated to her.



President **Flaherty** presented a framed "Auntie Mame" (that's Connie's nickname) poster and portable color TV set, the company's gifts to her.

Connie has been in the Blue Cross area ever since she was hired on September 7, 1955. She has served the Plan as a Claims Examiner, Correspondence Clerk, Supervisor, and was promoted to Basic Out-patient and Approvals as a Claims Auditor several years ago.

She is active in the Riverside Avondale Preservation Association, and now in the American Association of Retired People. Her retirement plans include learning sign reading to enable her to work with handicapped children and senior citizens. She's looking forward to visiting her parents in Massachusetts and her eight brothers and sisters living throughout the United States. Deep sea fishing and "snoozing a lot" are also on the agenda. Her hobbies include reading and music. She says her only regret is losing all PROFILE copies she saved since July, 1968, which were precious to her as they were her only records of friends she's had over the years. (They were mistakenly destroyed by a maintenance man when she was cleaning out her apartment during recent remodeling.)

Connie added that her retirement will finally be real to her when she wakes up Monday morning at the time of her choice and she is no longer a slave to the alarm clock!



From left, **Gary Karasick**, **Jackie McKenzie**, **Ted Hedrick** and **Ray Chaffin** entertained with their rendition of "Mame" with lyrics and choreography by Ray. They also crowned her "Miss Bank" and gave her several funny presents.



Connie shows off one of many gifts from employees.

Branching Out

— news from the branch offices

Coral Gables — The Customer Service Representatives in our office received these kind words from subscribers: **Barbara Adams** received a note that said, "I have found you kind, thoughtful, helpful and most considerate . . . many thanks for your courtesy and cooperation." **Niurka Arostiquez**, accepted these thanks: "Thanks for your help . . . as usual I appreciate your most capable efforts on my behalf and don't really know how to thank you enough . . . you have been a real friend."

Ft. Lauderdale — We would like to welcome our new Group Sales Representative, **Damon (Dan) Dotsis**, to the office. He is a native of New York and has been a Florida resident for the past eleven years. Dan is single, enjoys total physical fitness and all sports, including swimming and jogging. His hobbies include playing the guitar and organ, backgammon, camping, and fishing. He also loves animals, has a white German shepherd, and likes people as well. Now girls, if any of you have a sudden interest in jogging or guitar lessons or just love white, German shepherds — the line forms behind your friendly reporter! Our Customer Service Representatives continue to receive gifts from our satisfied subscribers: This month **Awilda "Willie" Correa** received a Lady Shick shaver; **Roy Colbourne**, after shave; and **Miriam Seyler** got some candy.

Sandy Kruta, secretary to the Physician Relations Representative, received gifts of flowers from many medical centers during her recent stay in the hospital. Our Customer Service Representatives also receive many letters of thanks for a job well done. A few follow: **Pat Griffin**, "was most helpful, kind, and intelligent in the handling of my problem. She took time to explain, which, today, does not seem to be done by any 'service' person . . . I more than appreciate her kindness." **Loraine Klein**, "thank you from the bottom of my heart . . . may God bless you for all you have done for this family." **Rosamond Shannehan**, "thank you again for your kindness to me . . . your help is greatly appreciated." **Mary Buchard**, "I was pleased with the courteous treatment and assistance I received . . . thank you very much." **Jackie Manch**, "we are very grateful to you . . . for the time and effort you spent on this matter . . . may the good Lord take a liking to you . . . many thanks." **Elaine Thorpe**, "in answering my questions she displayed the concern of one person wanting to help another . . . she spoke with an outstanding knowledge . . . in her very courteous and expeditious manner assisted in her most competent way . . . I am truly appreciative . . . I wish to express my sincere thanks for her graciousness and helpful assistance . . . she is an exemplary asset to your organizations."

(Submitted by Sheila Creigh)

Ft. Pierce — **Janet Dubois**, Customer Service Representative, received this note: "By gosh she straightened out everything in two weeks; that's what I call efficient service."

Orlando — **Judy Sparkman**, Group Secretary, received these thanks: "I have needed help from your office several times in the past and Judy has always been most pleasant and easy to work with. She always seems able to answer my questions or help me out if I have a problem. She is to be commended on her kindness and her professional attitude."

St. Petersburg — **Sue Nelson**, Customer Service Representative, is the new PROFILE Reporter for this office. She reports that **Ronnie Williams**, Customer Service Representative, was nominated by the Socialite Federated Club of St. Petersburg as one of the "15 Most Admired Matrons On the Suncoast" for 1978. Congratulations! Welcome to **Carol Debose**, new Customer Service Representative, who will take the place of **Toni Crosby** who transferred to the Orlando office. Spring arrived early in the office when a bouquet of home grown gladiolas arrived from a most appreciative subscriber for Customer Service Representative, **Evelyn Bryant**. Congratulations to **Sherry McDonald** who received a promotion from Customer Service Representative to Group Secretary. Welcome aboard to our new Sales Representative, **Terry King**.

Physician Relations Representatives Attend Workshop

The Sheraton Inn at Jacksonville Beach was the site of the February 8 and 9 Physician Relations Personal Development Workshop coordinated by **June McClellan** and **George Cassady**, Training and Development. The workshop was attended by Representatives throughout the state (see photo).

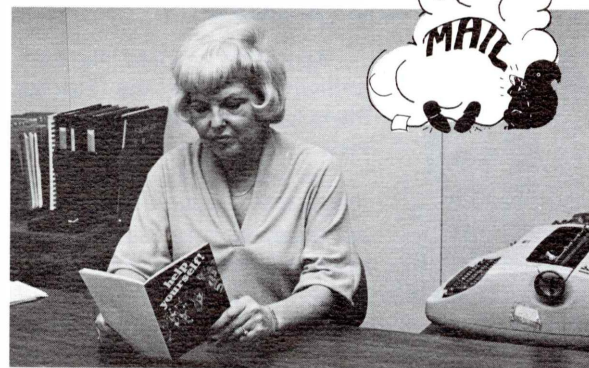
The first night of the two-day event was highlighted

by a formal dinner attended by Vice President-Physician Affairs, **George S. Lewis**, and Senior Vice President, **W. J. Stansell**, who introduced President **Bill Flaherty** as guest speaker. President Flaherty spoke about his goals for the Plans, opportunities for the future, and immediate problems that need to be solved.



Physician Relations Representatives from throughout the state and guests present for the dinner, standing, from left, A. Dale Douberly, Manager, Planning and Development; Jack Egan; Norman Tuck, Manager, Physician Relations; Chuck Horan; Bob Bowles; Bow Drewek; Mike O'Farrell; Calvin Collins; Juan Herrera; Charles Rush; Jack Bailey, President, Bill Flaherty; Senior Vice President, W. J. Stansell; and Vice President-Physician Affairs, George S. Lewis. Seated, from left, Edith Bowden, John Rebholz, Janice Engel, Julian McKenzie and Pat Brennan. Not pictured Bill Varnell, Manager, Physician Services.

"Help Yourself" Booklets A Big Hit With The Public



Marie Womble, secretary in the Communications Department, handles all requests for our series of health booklets. Following a recent article in Jacksonville's *The Florida Times-Union* publicizing the free booklet "Help Yourself" offered by the Florida Plans, the response was overwhelming.

Within a week, over 700 requests came in and Marie stayed busy filling them and helping the community "help themselves" to a healthier lifestyle.

How Much Exercise Do You Need?

The chapter, "How Much Exercise Do You Need?" is one of ten in the new booklet, "Help Yourself," which is described and pictured above and on the front cover. The article runs ten pages described in excerpts below which merely scratch the surface of Dr. Howard Hunt's comments. Read more about this subject by picking up the booklet from the Communications Department, 10-South.

The role of exercise is simply to maintain the body so it can perform efficiently. And no matter what else you might hear, that can only be accomplished through proper, planned activity. Unhappily, more people live by the myths of exercise than by the realities:

Exercise and appetite: actually, a sensible exercise program will reduce appetite, especially if it is planned just before mealtime.

Exercise and age: our finest cardiologists and exercise physiologists believe firmly that the benefits of exercise can be achieved at any age and in no other way.

Concentrated (isometric) exercise: such exercises may strengthen a few digital muscles, but they do nothing for the muscle we most need to strengthen — the heart.

Exercise and machinery: you can't exercise healthy muscles that way and you can't stay on a machine long enough to do your heart muscle much good.

Weight loss from sweating in a sauna: this is a fraud. All you lose is water — not one ounce of fat — while driving up your blood pressure. The same objections apply to wraparound or plastic sweatsuits which don't permit the body to breathe.

Any effective exercise program must be aerobic (which means "with oxygen"); that is, it must strengthen and develop both the cardiovascular system and the ability of the body to utilize oxygen efficiently. The most common and useful aerobic activities are running (including running in place), walking, jogging, rope jumping, swimming, bike riding, cross-country skiing, ice skating, roller skating, rowing and aerobic dance.

Such competitive sports as playground basketball, touch football, raquetball, volleyball, tennis and many others are fun, but the exercise benefits of these activities are pretty much dependent on the skill level, and that's why charts of the exercise value of various competitive sports are meaningless.

Exercise, of course, can be overdone or badly managed. So it is important to be aware of some cautions and controls: when you aren't feeling well, don't exercise at all or modify your program; don't exercise after a severe illness without a go-ahead from your doctor; avoid fanaticism that induces you to exercise under dangerous circumstances; use proper equipment, and only for its designed purpose; avoid aerobic exercise until at least two hours after eating; avoid sudden, violent exercise, especially as you grow older.

By Howard Hunt, Ph.D., chairman of the Department of Physical Education at the University of California, San Diego; co-director of a San Diego cardiopulmonary rehabilitation foundation; and teacher at the Executive Fitness and Health Institute, Sun Valley, Idaho.

Anniversaries

20 Years



April 28th marked the 20th anniversary with the Florida Plans for **Jerry Marshall**, Supervisor of Medicare A Claims.

Jerry's held this position for the past four years after serving as Supervisor of Correspondence and Services since 1970.

While these last eight years have all been in Medicare A, her earlier years were in Direct Files and Blue Cross Federal and Inter-Plan Bank.

Jerry was born in Bruce, Mississippi and was graduated from Darling High School in the same state. She and her husband, Bill, have four children, Joyce, Patricia, William, Jr., Susan, and four grandchildren.

Jerry's active in the local and national chapters of the Good Sam Camping Club. Besides camping, she also enjoys sewing and sports.

Service Awards Presented



Cathy Evors was presented her 20-year anniversary gift, a gold necklace with three sapphires on a crest, from **John Garner**, Vice President-Administrative Services. She celebrated her anniversary on March 2 and is a Systems Analyst in Marketing Services. Her Manager, **Tony Hubbard**, is pictured in center.



President Flaherty presented a gold necklace with three sapphires on a crest to his secretary, **Helen Wells**, commemorating her 20th anniversary on March 9.



March 2 marked the 15th anniversary of **Chuck Kanazska**, Senior Group Consultant, National Accounts. He was presented a gold pocket knife with two rubies on a crest by Vice President-Marketing, **Bill Miller**, to honor the occasion. **Joe McGurrin**, Director, center, looks on as **Chuck** receives his gift.



Martha Hewlett, Senior Medical Analyst, was all smiles when Vice President-Medical Director, **Dr. Richard Dever**, presented her anniversary gift. **Martha** selected a gold bracelet with two rubies on a crest which she received for 15 years of service with the Plans on March 18.



Margaret Coleman, secretary, celebrated her 15-year anniversary with the Plans on March 23. She was presented a gold bracelet with two rubies on a crest, by Vice President-Marketing, **Bill Miller**. On hand to view the presentation was her Branch Manager, **Byron Belcher**, Jacksonville Branch Office.

EMPLOYEE BENEFITS

NOTARY PUBLIC — A Fringe Benefit

Several months ago the announcement was made that **Arlene Shainbrown** of the Employee Benefits Department would be glad to notarize documents for employees who found it necessary to use a Notary Public.

Arlene has been most helpful in assisting employees ever since the announcement was first made. However, it is necessary, she explains, to clear up some problems she is experiencing with employees.

As a Notary Public, she can only notarize a document in the presence of the person signing it. Some employees are bringing in papers that have been signed and asking Arlene to notarize them.

Employees are welcome to bring in their own personal papers as well as those of friends and family but the person requiring the document to be notarized **must sign it in the presence of the notary** before she can put her stamp on it.

Employees adhering to this policy will save time for themselves, their families and friends, and Arlene by following the correct procedure.

(Note: If Arlene is not available, the Credit Union also offers notary services.)

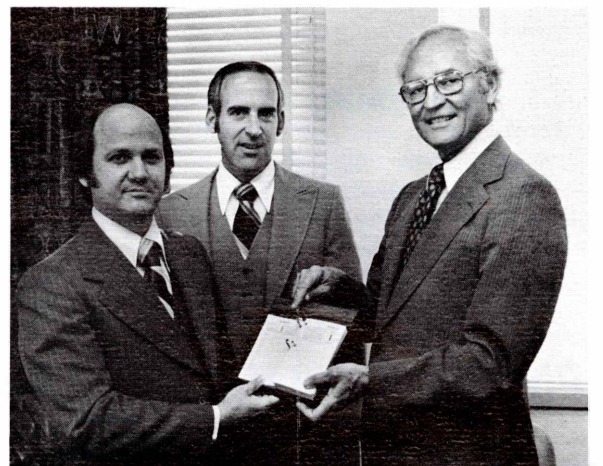
Plans Honored At Blood Bank's Awards Luncheon

Employee Benefits Manager, **Arlene Shainbrown**, and First Aid Dispensary's receptionist, **Diane Joffre**, accepted an award on behalf of the Florida Plans' employees who donated blood in 1978.

A gold plate engraved "375 Pints" was presented at the Eleventh Annual Awards Luncheon on March 14 by the Jacksonville Blood Bank. It has been attached to our Award of Merit plaque which hangs in the Dispensary on 6-Main.

According to Diane, we just missed The 400 Club by 25 pints but increased our 1978 donation by 22 pints.

PERFECT ATTENDANCE



A special recognition ceremony was held for **John Bayless**, Senior Systems Analyst, left, on his five-year anniversary with the Plans on April 1. No fooling, **John** was honored for maintaining perfect attendance for all of those five years! Vice President-Administrative Services, **John Garner**, right, and External Software Development Manager, **Dave Dingfield**, held the ceremony in Mr. Garner's office to commemorate such distinguished attendance by one of their employees.

CANCER'S 7 WARNING SIGNALS

Change in bowel or bladder habits

A sore that does not heal

Unusual bleeding or discharge

Thickening or lump in breast or elsewhere

Indigestion or difficulty in swallowing

Obvious change in wart or mole

Nagging cough or hoarseness

**IF YOU HAVE A WARNING SIGNAL,
SEE YOUR DOCTOR!**

10 Years

April 1

Henry James Building Occupancy

April 7

Willie Anderson Medicare B Claims
Examining

Mattie Bacon HRIC

Jacqueline Potett Congressional Inquiries

Helen Royal Congressional Inquiries

Sallie Zellars Fed. Employee
Supplemental Claims

April 14

Larry Bold Special Claims

Administration

Lewis Suber Building Occupancy

April 16

David Steighner West Palm Beach

April 21

Patsy Gammons Group Accounting

Patricia King Medicare A Outpatient
Billing

Alice Strickland Special Claims Technical
Service

LilHie Thomas Telephone Communications

April 22

Doris Richeson Ft. Pierce

April 28

Nadine Coleman Word Processing
Center

5 Years

John Bayless External Software
Development

Anthony Benso BC Special Claims Systems

Dolores Cobia BC/BS Claims
Correspondence

Brenda Collins BS Claims Screening
Coding

Daisy Cooper BS Claims Screening
Coding

Annie Cribb Cashiers

Andrew DePirro Medicare B Claims

Sue Dillehay Medicare B Mail Operations

Sharon Dunnagan Special Claims Technical
Service

Joyce Goodwin Direct Accounting

June Gunnell Special Claims Suspense

Robbin Harris Professional Relations

Velma Hicks Medicare B Claims
Examining

David Kukar BS Claims Systems

Juanita Lake Secretary, Vice President-
Finance

Paul Mitalas Medical Division
Administration

Lois Sayward Government Systems

Roland Sayward, III BC Special Claims Systems

Charles Sikes Computer Operations

Deborah Smith Corporate Planning

Stephanie Tillis BC Basic Suspense
Examining

Katie Williams Source Document Microfilm

Grace Wilson Fed. Employee Supple-
mental Claims

Karen Wilson Medicare B Claims

Employees' Club News

Mahgie Winton "Locks" Up Kitchen Arts Competition

Congratulations to Employees' Club Secretary, **Linda Duncan**, for her successful Kitchen Arts Show on March 5 and to all employees who participated.

The eighth annual show on the 20th floor gave many employees a chance to demonstrate their culinary talents and share with others their love for cooking.

All in all, entries were entered in eleven categories. The "Best of Show" entry by **Mahgie Winton**, National Accounts, was an attractively displayed lox and bagels dish (see photo) complete with dried flowers and fruit and a handwritten recipe.

Judging was done by experts in their field who are non-employees. The Club provided two-tiered silver tidbit trays for all first place winners plus blue ribbons. Second and third place ribbons were also awarded in addition to the trays. Mahgie's "Best of Show" prize was a three-piece set of Corning Ware.

First, second, and third place winners are listed below by categories:

FOREIGN DISH

- 1-Dulce Magadia
- 2-Lou Masikip
- 3-Connie Levitt

ENTREES

- 1-Connie Levitt
- 2-Janice Wynne
- 3-Rose Sluder

CASSEROLES

- 1-Debbie Rountree
- 2-Geraldine Sykes
- 3-Suzi Tyson

HORS D'OEUVRES

- 1-Connie Levitt
- 2-Gwendolyn Trapp

CANDY

- 1-Carwyn Romedy
- 2-Ardis Cline
- 3-Arlene Johnston

CANDY (FUDGE)

- 1-Yarian Hathcox
- 2-Tina Henault
- 3-Wilma Denney

SALAD

- 1-Frankye Haynes
- 2-Connie Levitt
- 3-Priscilla Cochran

COOKIES (BAR)

- 1-Tina Henault
- 2-Carwyn Romedy
- 3-Jeanne Ludwig

PIES

- 1-Julia Gable
- 2-Julia Gable

BREADS

- 1-Connie Levitt
- 2-Rose Sluder

COOKIES

- 1-Pat Ainsley
- 2-Yarian Hathcox
- 3-Suzi Tyson

DECORATED CAKES

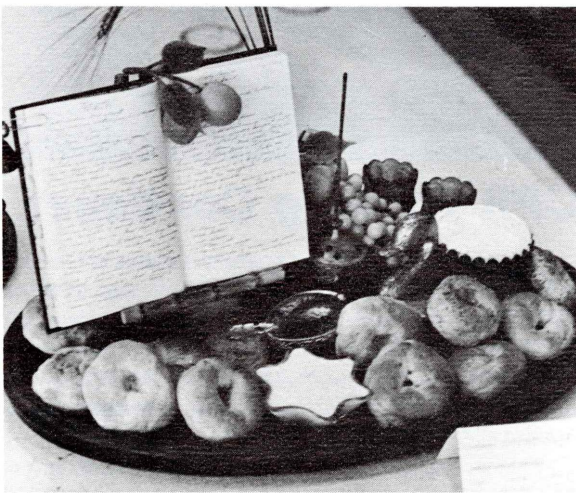
- 1-Marlene Greek

FROSTED CAKES

- 1-Jean Croasmun
- 2-Janice Wynne
- 3-Ardis Cline

MISCELLANEOUS

- 1-Mahgie Winton
- 2-Rose Sluder
- 3-Priscilla Cochran



Mahgie Winton's Best of Show entry "lox and bagels" won her a beautiful set of Corning Ware.

First Place Winners seated, from left, Debbie Rountree, Tina Henault, Mahgie Winton (Best of Show), Connie Levitt, Frankye Haynes. Standing, from left, Dulce Magadia, Julia Gable, Carwyn Romedy, Marlene Greek, Pat Ainsley, Yarian Hathcox, Jean Croasmun.

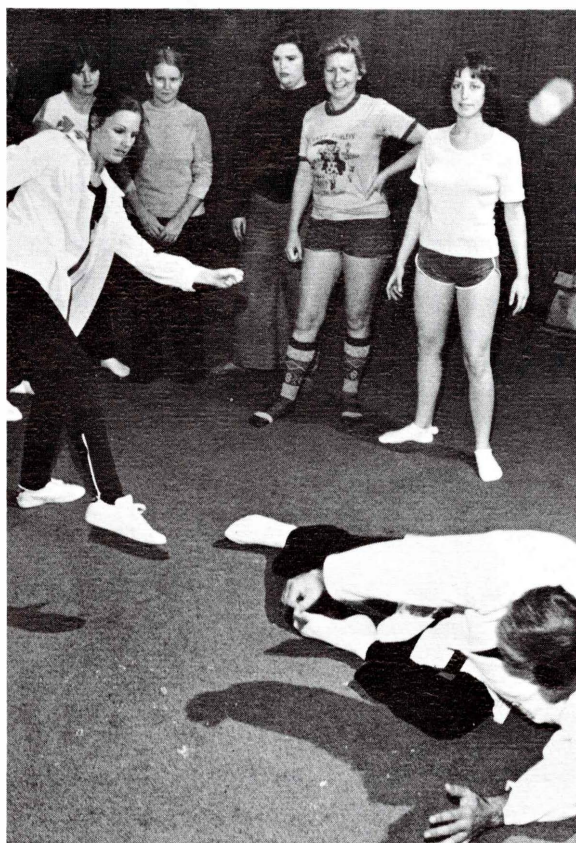


Women Learn Self-Defense Tactics

The Employees' Club sponsored the first Women's Self-Defense classes which got underway in early March. The classes consisted of eight lessons taught after work by **Fred Gatlin** (right), Systems Quality Analyst, who is also a black belt instructor for the Jacksonville Jiu-Jitsu Academy. Assisting Fred is Steve Barber, one of his partners at the academy. (See photo below).

The training was intense, emphasizing life-like attack situations like the choking attack below that **Mary Berg** is learning to escape. The course taught women how, when and where to strike using their hands, feet, elbows, and knees effectively to escape the holds, chokes, etc. of would-be attackers.

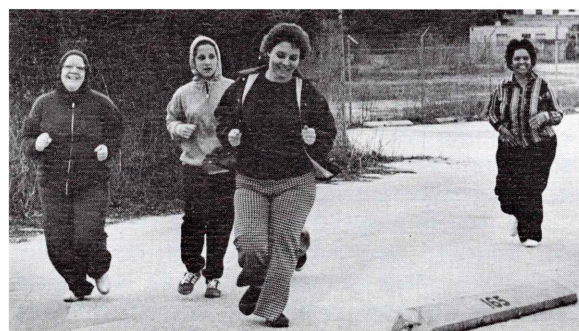
Future classes in this life-saving technique are planned for the fall.



Mary has just driven her opponent, Fred Gatlin, to the ground with a kick to the inside of his knee, and is preparing to flee to safety. Emphasis is placed on escaping the attack by stunning the opponent and making a hasty retreat.

NEAT FEET!!

Hit the Street!



The Jogging Club, sponsored by the Employees' Club, is designed to teach people a sensible jogging program to help them get in shape and keep in shape. These members "hit the street" running around the Seashole parking lot and in the Riverside area in an effort to maintain a healthier lifestyle.

Feel the Beat!



Keeping the feet busy is one of the ambitions of the Employees' Club, and these disco dancers are learning how to "hustle" and get some exercise during one of their instruction classes. Lessons were given after work at the office as well as in a dance studio to about 80 employees.

Intramural Flag Football Team #1 Wins Tournament

The Employees' Club sponsored an intramural flag football league from January 2 through February 23 which culminated in a tournament in early March won by Team #1 captained by **Ronnie Rountree**. They captured first place by beating **Don Baldwin's** Major Medical team by a lopsided score of 19-0. Five teams braved the elements during some of our coldest days to compete in this league. Congratulations to the winners on a fine year!



aries

March 21 - April 19

The Aries' competitive nature and urge to excell in everything makes you a money earner. But you tend to dissipate earnings in the luxuries you love. Put your ability for decisive action to work now to save for those big luxuries in your future—by joining the Payroll Savings Plan for U.S. Savings Bonds.

Suggestion Program Pays Six Winners \$156.00

The employee suggestion award program recently paid out a total of \$156.00 to the following employees:

Avis Cuff received \$72.00 and **Betty Kopp** (West Palm Beach) won \$42.00 for developing forms which made their work flow more efficient. Ten dollar checks went to **Johnsetta Mack**, **Lisa Lightfoot**, **Myrna Vickery** and **Harriett Parker**.

Fashion Seminar Helps Employees "Spring" Into A New Look

The Employees' Club arranged a Spring Fashion Seminar, sponsored by May Cohens and held exclusively for employees in the 3rd floor cafeteria on Tuesday, March 13.

The seminar theme, "The Working Woman," was utilized throughout the show and included time-saving beauty make-overs for the six employee models demonstrating ways to help quicken the busy working woman's beauty routine.

The models' informative workshop was held that prior Saturday, and included fashion coordinating discussions, make-up sessions where employees learned how to apply make-up to highlight their best features, and new fast-care hairstyles "fashioned to flatter." (This even resulted in two brownettes becoming redheads!)

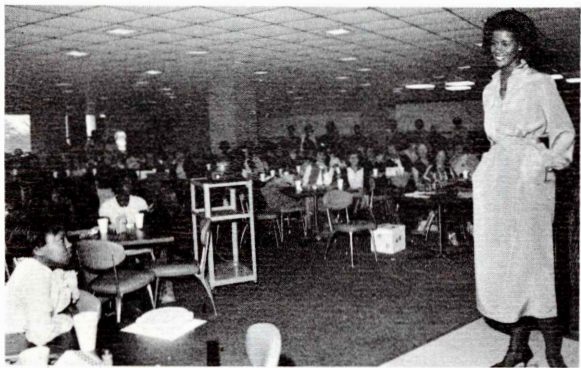
The models selected one outfit each to wear and the day of the show had their hair styled, the make-up applied, and modeled their apparel like pros! Coordinator from May Cohens, Joanelle Mulrain, reviewed the models' experiences and the program to the audience of about 200 women. She also drew the two names of the winners of the \$30 color portrait from the store's studio and an umbrella as door prizes.



Professional make-up consultant, Cindy Howard, demonstrates easy application on Helen Lewis, Supplemental Claims.



Linda Steckley



Tommie Johnson



From left, May Cohens' Coordinator, Joanelle Mulrain, and model Elizabeth Hayes; Priscilla Cochran, Jo Anna Hayden, Tommie Johnson, Ardis Cline, Helen Lewis, and Linda Steckley.



CPR Training Continues

The second class (see above) in a series of Cardio-Pulmonary Resuscitation (CPR) training was held for three hours on March 12. The course, sponsored by our Safety and Security Department, was taught by Paul Dinkins, a member of the Training Division of the Jacksonville Fire Department, and employee **Judy Walker**.

Employees who participated in this session learning the emergency life-saving techniques were: **Sue Demers, Richard Massey, Cathi Callahan, Barbara Lang, Sandra Reber, Greg Lynn, Tom Purvis, Chuck Eden, Paul Meehan, Jim and Nancy Proffitt.**

Percy Howell, Coordinator for the program, advises employees that additional training sessions will be held in the future and interested individuals should contact Safety and Security at extension 6221.

OUR SUBSCRIBERS SAY THANKS TO "Health Care People Who Really Care"

Jeanne Dooley, Customer Service Representative, Information Department

... I wish to thank you very much for the time you have taken and the patience you have shown in settling my husband's claim ... rest assured that it is greatly appreciated ... thank you.

Joann Griffiths, Customer Service Representative, Information Department

... I would like to commend her in assisting me in a claim ... I would like to congratulate you on having an employee in your organization who still has the quality of being conscientious in these times of the "don't care" attitude.

Gary Karasick, Director, Blue Cross Claims, received this thank you concerning the people in his department.

... it certainly helps relieve the pressure of paying the doctor and hospital bills when they are paid as quickly as you have paid them ... we certainly are grateful for your efficiency and your coverage.

Emily Luke, Supervisor, Physician Relations Master Registry

... is very knowledgeable about my problem and helped me solve it ... is a great asset ... you are most fortunate to have someone like her in your office.

Elisa Garcia, Clerk, Physician Relations Master Registry

... thank you for the outstanding service you have rendered.

Marie Caruso, Supervisor, Blue Cross and Blue Shield Claims Correspondence

... an apple for the teacher ... thanks so much for interceding in my behalf to bringing my claims to a close.

Lillian Hill, Supervisor, Blue Cross and Blue Shield Claims Correspondence

... was very kind. She works for a very good company. Thanks again.

Jo Anna Hayden, Clerk V, Payroll

... was very helpful and so polite.

Profile

April, 1979

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EDITOR Carole Utley

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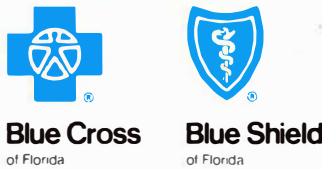
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